



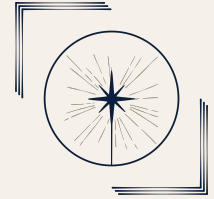
WORDVISION MEDIA

The buyer's journey has collapsed.

Earned media, social signal, and owned content are now one motion. Most agencies are still structured for the old one.

CAPABILITY OVERVIEW | 2026

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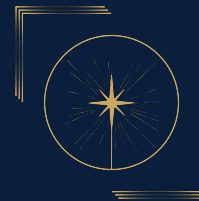
26 Emmy Awards. Fortune 500 Crisis Rooms. Both Sides of the Story.

For 20+ years, Jeremy Desel walked into corporate offices, courtrooms, and crisis scenes with a camera crew and one job. Find the truth and tell it before deadline. Enron. BP. Allen Stanford's \$7 billion Ponzi scheme. Deepwater Horizon. The Columbia disaster. Hurricane Katrina and 27 others. Technology, energy, government, aviation, NASA, breaking news. Twenty-six Emmy Awards. Two National Edward R. Murrow Awards. Hundreds of executives who learned, live on camera, that their talking points don't survive a second question. The story was never the press release. It was whatever held up once the questions started.

Then he crossed to the other side. Building a national energy brand from market entry to 64% share of voice. Unifying communications under a single storyline at Texas's largest state agency. 38,000 employees across 104 facilities, through a pandemic, with concurrent capital punishment communications under sustained international media scrutiny. Rebuilding the crisis plan at the world's largest children's hospital system, run live through public disputes over transgender care, vaccinations, clinic closures, and reductions in force. Risk and reputation advisory for Fortune 500 clients at the world's largest communications firm.

The same newsroom relationships that place a story are the ones that shape the coverage when it breaks. That is not a selling point. It is a structural advantage every client gets, from day one.

Most agencies have either the creative background or the crisis experience. Very few have both. None have them in the same person, at the same level. That structural advantage is the basis of the practice. It means the strategy is written by the operator who will defend it. The story is built by the person who knows exactly how it will be questioned. The placement is pitched by someone who spent two decades receiving those pitches, and rejecting most of them. Nothing is translated between departments, because there are no departments. There is no ramp time when the call comes at six on a Friday, because the operator answering already knows the company, the vulnerabilities, the stakeholders, and which reporter is on the other end of the line. That is what a senior operator buys a client. It is the entire argument for the practice.



Earned. Social. Owned. Three surfaces. One motion.

By the time your buyer reaches your website, they are already 70% decided and looking for a reason to disqualify. The journey that closed deals five years ago does not open them now.

■ Earned media is now permanent citation.

Every credible placement is now source material for ChatGPT, Perplexity, Claude, and Google AI Overviews. Coverage no longer fades. It compounds.

■ Social signal is now disqualifying.

Buyers vet executives on LinkedIn before they reach a website. A leadership team with no point of view signals a company with nothing to say.

■ The website is now the closer, not the opener.

The visitor already arrives informed. The site no longer needs to educate. It needs to convert.

Three disciplines. One practitioner. Zero handoffs.

Capture defines it. Craft builds it. Champion places it, and defends it when it is tested.

CAPTURE

Strategic narrative and positioning.

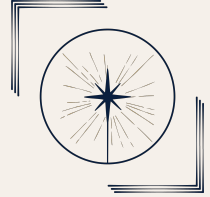
CRAFT

Content creation and owned-media production.

CHAMPION

Earned-media advocacy and reputation defense.

Strategy feeds content. Content feeds placement. Placement feeds discovery.



Capture defines. Craft builds. Champion places, and defends.

CAPTURE Strategic narrative and positioning.

Every company has a story it intends to tell, and one it has not yet found. Capture finds both, stress-tests them, and writes the version that survives every audience the story will meet.

- **Brand strategy and messaging architecture.** The narrative spine, built once and defended across every surface.
- **Executive platform development.** Original positions each leader holds publicly, defensible under follow-up questioning.
- **Story stress-testing.** Pre-mortem analysis of every claim. Where it holds, where it breaks, what happens when someone pulls the thread.

CRAFT Content creation and owned-media production.

Strategy that does not become asset is theory. Craft builds the videos, articles, and owned surfaces in-house, to the Emmy-level standard the journalism career was built on. Any handoff is where message drift begins.

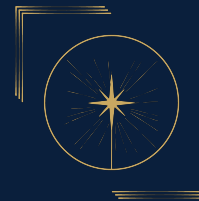
- **Video production and visual storytelling.** Documentary-grade production from the instincts that earned 26 Emmy Awards. No outside vendor markup.
- **Executive thought leadership and ghostwriting.** Original positions in the executive's voice, carried into the spaces buyers research first.
- **Website content and conversion architecture.** The owned surface that closes the deals earned media opens.

CHAMPION Earned-media advocacy and reputation defense.

Reputation is built before it is tested. Champion does both from the same desk, with the same newsroom relationships, on the same continuous engagement. Two motions, one discipline.

- **Editorial placement and AI-era citation strategy.** Stories placed in the outlets that matter to buyers, and to the AI platforms now indexing them.
- **Crisis preparedness and response.** Plans built to be used, not filed. Zero ramp time when the call comes.
- **Executive media training.** Simulation built on 25+ years of being the journalist asking the hard questions.

THE PROOF



The results are the argument.

A selection of named engagements across the full range of the practice.

SYCAMORE CREEK RANCH

Memory Care

Complete Rebrand | Website | Social Media Content and Strategy

1,100x

increase in website traffic

90x

growth in social lead generation

Placements that now surface in AI-generated answers when families research memory care on ChatGPT, Perplexity, Claude, and Google AI Overviews.

SELECTED ENGAGEMENTS

Bot Auto

600x social growth. 5M+ views from one launch video. National coverage supporting Series A.

Texas Dept. of Criminal Justice

Pandemic communications for 38,000 employees across 104 facilities, under sustained international scrutiny.

NRG EVgo

National expansion from 15 markets to 70+. Share of voice grew from 8% to 64%.

Firefighters: Cancer (KHOU)

Investigative series that led to a Texas law recognizing cancer as a line-of-duty death.

WORK PERFORMED FOR NRG · NRG EVgo · Sysco · TotalEnergies · Texas Children's Hospital · Greater Toronto Airports Authority · Sycamore Creek Ranch · TDCJ · Edelman · Bot Auto

“The story your company tells under pressure will define it.
Make sure it's yours.”

One operator. Senior level. Every engagement. The roster is small by design.

Schedule a Discovery Call.

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CAPTURE | CRAFT | CHAMPION
